



*U.S. Small Business Administration*

**West Virginia District Office  
Webinars for Small Businesses**

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#TakingtheStairs**

**This guide provides a schedule of webinars offered by the West Virginia District Office.**

**Dates are subject to change and trainings are added periodically. For a full list of trainings available and to register for webinars, visit our online calendar at [www.sba.gov/wv](http://www.sba.gov/wv).**

**Webinars are in conjunction with SCORE, one SBA's resource partners. For more information on SCORE visit [www.wvscore.org](http://www.wvscore.org).**

**The West Virginia Small Business Development Center (SBDC), another SBA resource partner, offers small business coaching and training. Visit their website, [www.WVSBDC.org](http://www.WVSBDC.org), for more information.**

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## Financing

### **Cracking the Credit Code: Credit Reports & Scores Explained**

Your credit score can impact everything from where you live to how much you pay for insurance. It's time to learn how credit reports and scores really work! John Jackson of Consumer Credit Counseling Services of the Mid-Ohio Valley explains factors that influence credit scores, how to dispute errors, and more.

- [3/3/2016](#)
- [5/5/2016](#)
- [8/4/2016](#)
- [10/6/2016](#)

### **Crowdfunding Basics**

Everyone has heard about crowdfunding. Now it's time to learn how to use it effectively to finance business growth. Join us for an overview of different types of crowdfunding, rewards-based crowdfunding, and the keys to success.

- [2/12/2016](#)
- [5/13/2016](#)
- [8/12/2016](#)

### **Encore Entrepreneur Online Chat**

A growing number of individuals over the age of 50+, or Encore Entrepreneurs, are turning to small business ownership. Join SBA Specialists and explore the possibility of starting a small business after 50.

- [4/15/2016](#)
- [7/15/2016](#)

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## **Alternative Financing**

Getting a small business loan from a conventional lender isn't as easy as it used to be. So what can you do when the traditional avenues are closed? This intensive, half hour webinar will explore alternatives to commercial bank loans that, while not your first choice, may be the best choice for you and your business.

- [2/25/2016](#)
- [5/5/2016](#)
- [9/22/2016](#)

## **Getting a Bank Loan: Fact v. Fiction**

What are the keys to walking into a bank and walking out with a business loan? SBA's Leo Lopez, a former loan officer, breaks through the myths and tells you how to encourage the lender to say "Yes."

- [3/24/2016](#)
- [5/26/2016](#)
- [8/19/2016](#)

## **Etiquette Training**

### **Email Etiquette**

There are 144 billion business emails each day in the world, making it a significant part of business communications. We all use email, but are we using it in a way that makes communication clearer? This fast-paced webinar explores what makes a good signature line, when NOT to use Reply All, and how to beef up your content to ensure you are read.

- [4/14/2016](#)

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## **Telephone & VOIP Etiquette**

Telephones are a critical tool in communicating with customers. How you present yourself speaks volumes about your business. Being “friendly” isn’t enough. Learn key skills to promote your small business.

- [2/11/2016](#)
- [5/12/2016](#)

## **Social Media Etiquette**

Social Media tends to blur the lines between business and personal, soothing your business can’t afford. Join us as we cover key best practices including when to avoid posting, ramping up your Facebook privacy settings, and deciding whether to retweet.

- [3/10/2016](#)
- [6/9/2016](#)

## **Marketing**

### **Targeted Social Media**

Stop shouting to everyone and start talking to current or potential customers on social media. It is time to quit broad stroke marketing and time to start getting niche specific. After all, not everyone is your perfect client. Join Luke Nesler, Impakt Marketing Co-Founder and Creative Director, as he guides participants through how to build a targeted social media campaign.

- [2/4/2016](#)

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### **A Crash Course: LinkedIn Essentials**

LinkedIn is the world's largest professional network but what does that mean to business owners? This crash course covers the basics of building a professional reputation to help you increase your connections and ultimately business clients within the network.

- [4/20/2016](#)
- [9/13/2016](#)

### **Organic Social Media**

Content is KING in Social Media. The most valuable social media is organic. It should help or interest its audiences - not sell to them. Social media is a place for conversations, and unless your content is labeled "Ad" or "Sponsored," it should be casual and engaging. Join Luke Nesler, Impact Marketing's Co-Founder and Creative Director, for a 30 minute webinar to learn how to "sell" without "selling" on social media.

- [3/15/2016](#)

### **Business Start-Up**

#### **Open Office Hours: LLC v. S-Corp**

Choosing the right business structure can be confusing. Join Joetta Kuhn, CPA as she discusses key differences and answers your questions.

- [2/18/2016](#)
- [4/21/2016](#)
- [8/18/2016](#)

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### **Open Office Hours: Recordkeeping**

Business recordkeeping can be confusing and a little untidy. Join us as Joetta Kuhn, CPA answers your questions about what records every business should be keeping, federal forms & filings, and subcontractor rules.

- [3/17/2016](#)
- [5/19/2016](#)
- [9/15/2016](#)

### **How to Open a Bed and Breakfast**

Opening a Bed and Breakfast can be the fulfillment of a dream or the beginning of a nightmare. Learn the ins and outs, best practices, and money-saving tips from an experienced B & B owner.

- [2/25/2016](#)
- [5/26/2016](#)
- [8/25/2016](#)
- [9/9/2016](#)

### **How to Open a Rural Lodging Business**

Whether you're considering building new cabins or renting out a room (or an entire house), there are some basic keys to being successful and profitable in the vacation rental business. During this webinar we'll take a look at identifying your target market, the importance of the interior and exterior, reservation options, and marketing opportunities.

- [2/11/2016](#)
- [5/3/2016](#)
- [8/4/2016](#)

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## **5 Strategies to Boost Your Networking Skills**

Business networking is more than bumping into a potential customer. This webinar introduces you to five fundamental strategies that kick start your ability to target and grow your client base. Learn tips on building business relations, maximizing networking events, effective communications skills, and using social media.

- [3/1/2016](#)
- [8/10/2016](#)

## **Recognizing Business Opportunity in the Real World**

The world's full of problems that need solving. And you've got ideas about solving those problems. But when can you transform your idea into a business? SBA's Larry Batten walks us through how you recognize what's a real business opportunity (and what's not), determining if people are ready to pay for your product or service and what your next steps should be.

- [2/23/2016](#)
- [4/26/2016](#)
- [8/23/2016](#)

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## **Starting a business while working full time**

Being your own boss sounds great but you may not be ready to give up the security of a salary and benefits provided by your current position. Don't worry you don't have to. Working full time while starting your business is a great way to test the waters and gradually grow your start up into a full time business. Join SBA's Larry Batten to learn how to start your own small business while working full time.

- [2/10/2016](#)
- [4/12/2016](#)

## **Closing the Sale**

Closing is the hardest part of sales! SBA's Larry Batten provides tips and tricks you can use to help seal the deal on your next sales call.

- [3/22/2016](#)
- [5/17/2016](#)
- [9/27/2016](#)



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## Veteran Training

### Vet Start Up

Veteran business owners and entrepreneurs make important contributions to business creation and growth in the American economy. Your active duty and reserve service gives you skills and leadership abilities that are directly relevant to business ownership. SBA's Larry Batten provides a no-nonsense approach to starting your own business.

- [2/9/2016](#)
- [3/8/2016](#)
- [4/12/2016](#)
- [5/3/2016](#)
- [8/9/2016](#)
- [9/13/2016](#)

## Government Contracting Training

### **SNAPSHOT: Selling to the Federal Government**

This webinar provides an overview of the basic tools needed to sell your goods or services to the government, including the System for Award Management, the Federal Procurement Data System, and the Dynamic Small Business Search database.

- [2/9/2016](#)
- [3/10/2016](#)
- [8/11/2016](#)

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### **Woman-Owned Small Business Certifications**

Take your business to the next level in government contracting as a certified woman-owned business. Join us as we talk about what industries are covered, eligibility, and pitfalls to avoid.

- [3/24/2016](#)
- [8/25/2016](#)

### **SNAPSHOT:**

#### **Small Business Certifications in Government Contracting**

If you are looking for a competitive advantage in federal government contracting, consider one of SBA's small business certifications. This webinar provides a brief eligibility overview of WOSB, HUBZone certification and the 8a Disadvantaged Business program.

- [2/25/2016](#)
- [3/24/2016](#)
- [4/14/2016](#)
- [8/25/2016](#)

### **HUBZone Certifications**

If your business is situated in an economically depressed area and you would you like to have 3% of a government agency's spending set aside for your company. Join us as we discuss the HUBZone Certification program!

- [2/25/2016](#)
- [4/14/2016](#)

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